

Project _____ Government Affairs _____
State Legislators

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole

RJR:

ETS ☐ FET ☒

Time Line:

-Ongoing -

Evaluate June

Yes

Description: Develop listing of state lawmakers who could be helpful in contacting Congress and the Clinton Administration.

Action:

see resolution on FET

- Evaluate State legislators program

*NCSL is willing to update state impact studies. Derek Crawford determining cost. NCSL waiting for President's plan. Expecting resolution activity at their annual meeting in July.

*ALEC task force organized Re: Clinton plan. Next meeting is June 10-12 during to organization's annual federal briefing.

-CSG resolution deferred until September meetings

-SLC adopted resolution against FET on April 29 unanimously. (See attached policy)

List of State elected official/opinion leaders submitted to Vic Han to augment support Pilot Plan called "Public Official Advocacy Program" is being tested in four states - AL, GA, TN, and VA. Goal is to encourage elected officials and key Administration officials to contact members of Congress on FET, as well as, encouraging locally elected officials to write Members as well. Ongoing, but pilot phase should be completed by April 20.

Listing of State legislators continuously being compiled. Need action instructions sample letters and talking points.

-CARTs-State strategies being defined. Awaiting finalization of which ones are to be actuated/started.

-List of MC's known to State Contractors submitted to WRO. - Designated contacts being made

-ERC & MLC - contacts to be made this week.

-Contacting Western Legislative Conference of the Council of State Governments to update state impact studies and activate members.

2048592157

State Legislators (Continued)

POTENTIAL CONTACTS: STATE ELECTED OFFICIALS

REGION VII:

Illinois

- Patrick Quinn - State Treasurer (D)
- Sen. Pate Phillips (R)
- Sen. Laura Kent Donohue (R)
- Sen. J. Bradley Burzyuski (R)
- Sen. Todd Sieben (R)
- Sen. Aldo DeAngelis (R)
- Sen. Thomas Dunn (D)
- Sen. William O'Daniel (D)

REGION VIII:

Kansas

- Sen. Paul Burke (R)

REGION IX:

REGION X:

Arizona

- Rep. Art Hamilton (D)
- Bob Stump (R) - anti-tax; John Mangum.
- John Kyle (R) - anti-tax, but not friendly to tobacco industry.
(may be taking on DeConcini); John Mangum.
- Colby (R) - no real influence but JM could approach.
- Coppersmith (D) - probably can't get; he'll go along with Administration;
JM and RW would be willing to contact.
- Karen English (D) - needs major help from D.C. to get reelected;
probably wouldn't help us; RW is best contact.
- Pastor (D) - used to be very supportive of tobacco issues, has recently
distanced himself; both RW and JM have great access but RW may be better.
- DeConcini (D) - Rip was on staff; good contact, but doubtful support of tobacco.
- McCain (R) - JM has contact but "not great"; would need an argument that
would say increase somehow negatively affects senior citizens.

2048592158

State Legislators (Continued)

Colorado

- Rep. Paul Schauer (R)

yes

North Dakota

- Sen. Corliss Mushik (D)
- Sen. Steve Tomac (D)
- Kent Conrad is noted as one of Buffy's key contacts. John will talk to him over Congressional Easter Break; however, Al Wolf is also close to Conrad.
- We have contacts with Clinton's Chief of Staff, Burgum, former staffer to C. Burdick.

REGION XI:

Utah

- Sen. Mike Dmitrich (D), Senate Minority Leader.
- Rep. Frank Pignanelli (D), House Minority Leader.

Budget:

2048592159

**COUNCIL OF STATE GOVERNMENTS
RESOLUTION RELATING TO
CONSUMER EXCISE TAXES**

- ? STATUS
DRAFT

WHEREAS, President Clinton is promoting an aggressive agenda for the United States, in the areas of deficit reduction, economic and social policies;

WHEREAS, the President has called for an historic increase in income and energy taxes on individuals and businesses in the United States; and

WHEREAS, the President's recommended policies will have a profound impact on the administration and financing of government services at all levels;

NOW, THEREFORE, BE IT RESOLVED that, the Council of State Governments strongly opposes the inclusion of federal consumer excise tax increases in future Presidential and congressional policies, for the reasons stated below:

1. An increase in consumer excise taxes will further delay economic recovery in the United States, by adversely impacting job growth (As many as 850,000 jobs may be lost due to policies currently under consideration by the executive branch.);
2. An increase in consumer excise taxes will result in a reduction of tax competition between the federal government and state and local governments, (state and local governments could lose as much as \$2.8 billion in tax revenue.);
3. According to several studies conducted by government agencies and private institutions, consumer excise taxes place a disproportionate and unfair burden on the least affluent families; and
4. According to a recent study completed by the Council of State Governments, consumer excise taxes, more specifically those identified as taxes on "sin", i.e. tobacco, alcohol, motor fuel, etc., have been shown to be inadequate and unreliable revenue sources for vital services, such as, coverage of indigent health care.

NOW, THEREFORE, BE IT FURTHER RESOLVED that, the Council of State Governments believes that federal tax policy should be fair, balanced, and promote economic prosperity. Federal policies should not impair, but facilitate, the ability of state and local governments to adopt sound and equitable economic and tax policies to meet the commitments to its shared constituencies.

Adopted:

Director's or Sponsor's Name
Sponsor's title

DRAFT

PROPOSED POLICY POSITION ON
FEDERAL EXCISE AND ENERGY TAXES

BACKGROUND

President Clinton is promoting an aggressive agenda for the United States, in the areas of deficit reduction, economic and social policies. Government spending has escalated to an all-time high, while America's savings and investment rates are still the lowest in the developed world. Further, unwarranted additional taxation will surely perpetuate the long-term continued decline in the financial position of the United States. Small business and start-up companies play a large role in our Southern economy; with agriculture, construction, manufacturing, mining and transportation all significantly impacted by proposed new taxes that would place an undue burden on our Southern consumers, producers and workers.

Cotton, poultry, rice, soybeans and tobacco would be especially vulnerable to energy and excise tax increases that would only serve to further exacerbate the disproportional and adverse economic impact of federal policies in the Southern states by the loss of as many as 300,000 additional jobs.

Historically, the median income in the Southern states is below the national average, and several recognized studies attest that consumer excise taxes place a disproportionate and unfair burden on the least affluent families. A more recent study by The Council of State Governments clearly shows that imposing additional consumer excise taxes on alcohol, motor fuel and tobacco would be an inadequate and unreliable revenue source for vital services, and an increase in consumer excise taxes will result in a loss of nearly \$3 Billion in tax revenue to state and local governments. Moreover, proposed Department of Defense base closings will result in the loss of as many as 54,000 additional jobs, disproportionately and adversely impacting the Southern states.

2048592161

RECOMMENDATION

That the Southern Legislative Conference of The Council of State Governments strongly opposes the inclusion of federal consumer excise tax and energy tax increases in current and future federal policies.

Further, the Southern Legislative Conference urges President Clinton and the Congress work together to attain a program of progressive reform that will improve living standards for all Americans by implementing sound economic policies and establishing a long-term strategic plan to revive American competitiveness and to stimulate America's domestic and global growth.

Sponsored by: Representative Charlie Williams, Mississippi
Chairman, Southern Legislative Conference

April 28, 1993

2048592162

Project _____ *Government Affairs* _____
DNC / Political Advisor

*5/20/93

PO

Lead Responsibility: PM: Craig Fuller
RJR: Tom Griscom

ETS ☒ FET ☐

Time Line:
-April 15, 1993

Description: Generate information aimed at raising political concern.

Action:
-Schedule meeting with DNC - Kathleen Linehan.

Budget:

2048592163

● Project Government Affairs
Administration

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR:

u^o
/

ETS ☐ FET ☒

Time Line:
-Ongoing

Description:

● *Action:*

- Meeting with Administrative officials week of 3/24/93. (Done)
- MAM in Washington, DC week of 3/15/93 (no meetings were held).
- RWM in Washington, DC for meetings 3/24/93.

Budget:

2048592164

● Project Government Affairs
Hill Contacts with Local Lobbyists

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR:
TI: Walter Woodson

NO

ETS ☐ FET ☒

Time Line:
-Ongoing

Description: Bring in local lobbyists to contact key House and Senate members.

● *Action:*

- Industry teams are meeting this week to set up meetings during Easter recess.
Due April 13.
- Ellen Merlo is looking at the list and will advise Kathleen Linehan. (Complete).
- Develop a list of PM/RJR lobbyists and who they know on the Hill.
- PM/RJR/TI to develop a joint strategy.
- TI List - Walter Woodson.
- RJR List - Tom Griscom.

● *Budget:*

2048592165

Project Government Affairs Governors

*5/20/93

yes

Lead Responsibility: PM: Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole
RJR: Roger Mazingo

ETS ☐ FET ☒

Time Line:

-Ongoing - Review June 1

Description: Develop list of Governors who could be helpful in contacting Congress and the Clinton Administration. Determine how best to reach and activate them. Awaiting info. Governor Hunt (NC) setting up Task Forces in the state to combat excise tax. His group includes vendors/suppliers. Governor McWherter (TN) is concerned about impact and is going to meet with President Clinton in March. Governor Wilder calling. Effort to assure current Southern Governors expand to include all 17 SGA members to 1) Urge President against FET and 2) urge Senators and MCs to oppose FET underway. Similar efforts with NGA, DGA, RGA, EGA, MGA, WGA are beginning.

Action:

- evaluate status of program
- *WIC met with Gov. Wilder on 5-19-93 in Richmond.
 - MP met with Gov. Walters Re: FET and impact on OK. Gov. is waiting for administration proposal but concerned about potential impact on OK.
 - April 28 - NGA/Clinton meeting - Governors Folsom, Cambell, Miller and Carper names were given via Jay for final followup by Governor Hunt (NC).
 - Governor Fordice (Ms.) contacted for future action.
 - Jay Poole will meet with Governor Wilder to ask him to call Pres. Clinton and followup with a letter.
 - Ed Jenkins (Former MC of GA) is meeting with GA Gov. Miller on 3/31/93.
 - Already contacted: Governor Hunt (NC), Governor McWherter (TN), Governor Wilder (VA), Lt. Governor Mary Sue Terry (VA), Governor Jones (KY), Governor Baliles, Judge David Armstrong (AK), Sec. Riley, BTC and tobacco growers.
 - Still pending: Gov. Miller (GA), NGA-Romea and Campbell, NCSL - John Sununu and Gov. Walters (OK). Mayor Abramson.
 - Governor Waihee will not be contacted at this time because of state level excise tax legislation.

2048592166

Governors (Continued)

*5/20/93

Action:

- Awaiting contact with Campbell prior to conversation with Romer.
 - Contact DGA, NGA, RGA - SGA plan to be finalized this week.
 - Remain in contact.
 - Provide white papers, talking points and speeches.
 - NGA-Initial calls made; contact with Campbell
 - Governor Hunt plans to come to Washington, DC in the near future to speak with Clinton about the economic stimulus package and its impact of FET.
- (Victor Han) - Governors send message to White House on FET; gain media; coverage
Lead Responsibility: Victor Han, Jay Poole, Burson-Marsteller

Budget:

2048592167

Project _____ *Government Affairs* _____
White House Coalition

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR:

ND

ETS ☐ FET ☒

Time Line:
-Ongoing

Description: 1) 32 tobacco Democrats meet with H. Paster from the White House and discuss the excise tax issue week of March 8, 1993. (Done)
2) Senator Ford sees HRC -postponed.
3) Tobacco members writing letters to the White House.

Action:
-Governor Hunt calling Rahm Emmanuel

Budget:

2048592168

Project _____ Government Affairs _____
Local Elected Officials

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Tina Walls, Ted Lattanzio, Jay Poole
RJR:

ETS ☐ FET ☒

Time Line:

-Ongoing - Review June 1

Description:

Denver Councilwoman Cathy Reynold, Colo. Municipal League Executive
Director Sam Mamet

Action:

- Evaluate Program

*The Florida Petroleum Marketers Association unanimously passed a resolution against the FET at their Spring Board meeting in Jacksonville, FL, on 4/22. The resolution is being sent to every member of the Florida Congressional delegation. A copy of the resolution is attached. (see following page)

A number of NC Mayors have written the White House and Members opposing the tax. We are meeting next week with Richmond Mayor Kenny to ask him to send a letter to the Executive Committee of the VA municipal league asking them to co-sign a letter to the VA Congressional Delegation opposing the FET.

*GA Secy. of Agriculture to meet with Pres. Clinton. Secy. of Ag. agreed to get other Southern colleagues to oppose FET.

-Compile listing of key officials and their organizations.

POTENTIAL CONTACTS:

*LOCAL ELECTED OFFICIALS - Ongoing and under weekly reports.

REGION VII:

REGION VIII:

REGION IX:

REGION X:

Colorado

- Councilwoman Cathy Reynolds (Denver)
CO Municipal League - Sam Mamet
Mayor Tauer (Aurora)

2048592169

Local Elected Officials (Continued)

*5/20/93

North Carolina

- Bill Shalhoob - local restaurant owner; key local leader.
- Mayor John Lindgren (D) - Fargo

REGION XI:

Utah

- Mayor Everett Dahl (Midvale)

REGION XII:

California

- Members of Republican Local Elected Officials (RLEOC)
- Members of CA Elected Association of Democrats (CALEAD)
- San Diego Mayor Susan Golding.
- San Bernadino Supervisor Jerry Eaves

Budget:

2048592170



Florida Petroleum Marketers Association Inc.

209 Office Plaza, Tallahassee, Florida 32301-2807 • Phone 904/877-5178 • FAX 904/877-5964

RESOLUTION

In Opposition to Increased Federal Excise Taxes on Cigarettes

Whereas, according to a Price Waterhouse economic impact study, a \$1.00 increase in the federal excise tax on cigarettes would result in the loss of 15,636 jobs and a loss of \$403 million in payroll in Florida's economy, with the state's retail sector bearing the brunt of the losses,

Whereas, according to Price Waterhouse, even a doubling of the federal excise tax on cigarettes would result in the loss of 4,600 jobs and a loss of \$118 million in payroll in Florida's economy,

Whereas, Florida's state excise tax on cigarettes is already some 30% higher than the national average,

Whereas, an increase in the federal excise tax on cigarettes would have a devastating effect on Florida's farm families that grow tobacco, who are also our customers,

Whereas, excise taxes are known to be one of the most regressive forms of taxation, hitting lower- and middle-income families hardest of all,

Whereas, taxpayers already pay too much to government in taxes,

Therefore, be it resolved that the Florida Petroleum Marketers Association, representative of supplying some 5000 retail outlets in Florida, stand in total opposition to any increase in the federal excise tax on cigarettes and call on all federal legislators from the state of Florida to work and vote against this unfair, punitive tax.

Signed,

G. Alan Whisby
Executive Vice President,
Florida Petroleum Marketers Association

Approved by the Board of Directors

April 22, 1993

Post-It™ brand fax transmittal memo 7671		of pages 1
To <i>Henry Turner</i>	From <i>Pat Mc</i>	
Co.	Co.	
Dept.	Phone #	
Fax #	Fax #	

Officers: President: Jan Smith • President-Elect: Casey Martin • Vice President: Steve Deluca • Vice President: Ed Koch
Vice President: Lubricants: Bob Bama • Treasurer: George Hall • FPMA Director and Past President: Wilson Hines

Directors: Ken Allen, Sr. • Maximo Alvarez • Bill Cheatham • Don Bodie • James Dean • Michael Farmer • Sam Gornio • Kim Johnson • Jack Kirkpatrick
Janis Lampe • Scott Lane • Wendell Lewis • Larry McGary • Bruce Mitchell • Jim Rodriguez • Jim Williams • Executive Vice President: G. Alan Whisby

● Project _____ Government Affairs _____
_____ Briefings to the Hill

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR: B. Oglesby

ND

ETS ☐ FET ☒

Time Line:
-Ongoing

Description:

●
Action:

●
Budget:

2048592172

● Project Government Affairs
Senior Management Visits

*5/20/93

Lead Responsibility: PM: Kathleen Linehan
RJR: B. Ogelsby

ETS ☐ FET ☒

Time Line:
-March 16 & 17, 1993

Description: Visits should be made to Congressional leadership and key tobacco members.

Action:
-MAM Washington visit 3/16/93 and 3/17/93.

● *Budget:*

2048592173

Project _____ *Government Affairs* _____
Member Assignments

*5/20/93

2

Lead Responsibility: PM: Kathleen Linehan
RJR: B. Ogelsby

ETS ☐ FET ☒

Time Line:
-Ongoing

Description: To ensure that key Members of Congress are covered, member assignments should be made. All staff and contract lobbyists should be assigned members. Reports of the visits should be submitted periodically and in timely fashion.

Action:
-March 28-31 to urge all tobacco democrats to meet with the House leadership on March 31.

Budget:

2048592174

*Project _____ Government Affairs _____
_____ Coordination w/ Tobacco Coalition*

**5/20/93*

Lead Responsibility: PM: Kathleen Linehan
RJR: B. Ogelsby

p^o

ETS ☐ FET ☒

Time Line:
-Ongoing

Description: Maintain close coordination with House coalition of tobacco members and tobacco state Senators to ensure timely and orderly support. We can supply timely intelligence reports.

Action:

- We've hit upwards to 30 Members of Congress in last two weeks.
- Discuss with Ford. (Done)

Budget:

2048592175

2048592176

2048592176



Project _____ Labor _____ Strategy - Tax

*5/20/93

Lead Responsibility: PM: Kathleen Linehan, Ellen Merlo
RJR:

ETS ☐ FET ☒

Time Line:

-Ongoing - Review June 1

yes

Description: It is imperative that we maintain union's support. To this end, immediate contact should be made with the head of the BCT and other employee groups affiliated with PM companies. The President of BCT should be solicited to contact his members as quickly as possible and request them to contact the White House and their Members of Congress. The BCT also should arrange a quick meeting with Lane Kirkland and other key figures within labor and secure their support. Once support is solidified, then labor should mount a campaign against the proposal.

Action:

- We are working with BCT Local Officials who will have a booth at the National AFL-CIO trade show in St. Louis. We are working toward developing the capability of generating anti-FET letters on the spot that union members in attendance can forward to their own Members of Congress.
- Deadline: May 17, 1993.
- Constantly in contact with TI Labor Management - Kathleen Linehan
- Contacted by Jay Poole - Has agreed to enlist help of AFL-CIO to support industry position, phone and mail efforts.
- RJR will get readout from us.
- TI may be working on some ads.
- Ellen Merlo and Tom Griscom need to talk to Sam Chilcote.
- Dinner with BCT president on 3/10/93 by WIC, KML. (Done).

Budget:

2048592177



2048592178

 Cardinal

Project TI Coordination TI Lobby Plan

*5/20/93

Lead Responsibility: PM: Jay Poole, David Nicoli
RJR: Randy Thompson
TI: Bob McAdams

ETS ■ FET ■

Time Line:

~~-April 15, 1993~~

review status due 1

Description: Coordinate all tobacco lobbyists through TI. This is no time for anyone to freelance. Although TI does not have all the tobacco companies in its membership, this may be the time for outreach - all companies employ people, have plants, etc.

Action:

- Meeting of the inter-company/TI group on Tuesday April 6.
- First meeting with McAdams for TI held on March 25; second meeting set for April 16.
- Briefing for Bill/Jim/Andrew.
- Strategy to be worked out by Craig Fuller or Craig Fuller and Tom Griscom.
- After strategy worked out, logistics of coordination must be established by RJR/PM Team.
- Designate group on FET strategy/one representative from PM/RJR/TI to coordinate "all" activities (linking all groups) reporting to Core Group.
- Decide on representatives from each company.
- Ellen Merlo to make assignment of PM coordinator/strategist.
- Tom Griscom to deliver message to TI.
- Jay Poole named as PMUSA Representative -has been communicated to TI (Merlo).
- David Nicoli - WRO Representative.-has been communicated to TI (Merlo).

Budget:

2048592179

Project _____ *TI Coordination* _____
TI Educational Packet

*5/20/93

Lead Responsibility: PM: Ellen Merlo, Kathleen Linehan, Jay Poole
RJR: Tom Griscom, B. Oglesby

ETS ■ FET ■

Time Line:

~~-April 15, 1993~~

Review June 1


Description: TI is developing information packets and briefing papers for ETS and Excise Tax issues.

Action:

- *On going meetings with coordinating Committees take place on weekly basis.
- *ETS included in latest TI meetings.
- *Legislative updates coming in form all sectors.

Budget:

2048592180



2048592181

Original

● Project Science
Publicly Challenge EPA Science

*5/20/93

Lead Responsibility: PM: Steve Parrish, Jim Boland
RJR: Tom Griscom

p^o

ETS ■ FET □

Time Line:
-Due April 1, 1993

Description: Consider a press conference to challenge EPA Risk Assessment, or an open letter to the new EPA Administrator.

● *Action:*

- Evaluate basis for a new challenge, due: 4/1/93.
- Burson-Marsteller.
- Work being done with Manhattan Institute.
- Scientific organization on how Risk Assessments done: cellular phone, ETS and others.
- Stanford Research Institute to review EPA statistics (Steve Parrish to work on who has contacts with Stanford).

Budget:

2048592182

● Project Science
Reexamine ETS Study

*5/20/93

Lead Responsibility: PM: Tom Borelli, Jim Boland
RJR: Sears Strawker, Mary Ward

ETS ■ FET □

Time Line:
-April 15, 1993

Description: Maintain an ongoing review of ETS studies and findings and present a case for a reexamination of ETS at EPA.

● *Action:*

*PM TB/JB - Will arrange a meeting with RJR to discuss a consultant's proposal that raises the weaknesses and the ramifications of the risk assessment to the EPA. Additionally, we will discuss another proposal for EPA's methodology to be reviewed by an outside statistical group.

● *Budget:*

2048592183

● Project Science
Science Spokesperson

*5/20/93

Lead Responsibility: PM: Tom Borelli
RJR:

Burson-Marsteller
APCO

p o

ETS ■ FET □

Time Line:
-Searching

Description: Identify one or more scientists willing to speak on the ETS subject in support of our position. Place them in speaking opportunities.

● Victor Han: Free up TI scientists; identify others for media.

Lead Responsibility: PM: Victor Han, Steve Parrish Burson-Marsteller
RJR:

Action:

*PM TB - APCO/Burson Marsteller are identifying various environmental symposia where ETS can be raised and various policy group speakers will be reviewed as possible candidates.

-Still looking

Budget:

2048592184

● Project Science
Presentation to OSHA on ETS

*5/20/93

Lead Responsibility: PM: Denise Keane, Jim Boland
RJR: Mary Ward

20

ETS ☒ FET ☐

Time Line:
-TBD


Description: Develop a presentation on ETS to make to OSHA.

● *Action:*

- Ready for presentation last week in April, presentation can be used for EPA if needed.
- Denise Keane will contact.
- Should unions take lead?

● *Budget:*

2048592185



2048592186

0.000000

Project _____ Research _____ Studies

*5/20/93

Lead Responsibility: PM: Lance Pressl, Derek Crawford
RJR:

ETS ■ FET ■

Time Line:

-April 15, 1993

Description: There are 5 studies under development that could have a bearing on the debate: (1) the LULAC health care financing study (Done-March 25); (2) the Committee for a Responsible Federal Budget's health care cost containment study (Rollout-April 12); (3) CART's updated Regressivity Study and Macro Jobs Impact Study (Done-March 15); (4) Economic Policy Institute study on regressivity of the current health care financing system (Rollout-April 7); and (5) The Council of State Government's study on diminishing tax receipts. It is important to express the findings to the media and public in layman's terms so that the message is not lost in an academic debate.

Other available studies, research and technical assistance. Impact Sheets & Visual Support. \$2/Pack Argument/Information Sheets: National/State by State. Studies by third parties: Council of State Governments: Diminishing Return of Excise Taxes; A. Philip Randolph Institute: Impact of Taxes On African-American, Health Care Financing, American Agricultural Movement; Impact of Excise Taxes On Rural American; National Conference of State Legislatures: Effect of FET Changes on Women, Minorities and the Middle Class; Excise Taxes in the American Fiscal System; Congressional Budget Office: Rising Health Care Costs; National CART: Regressivity & Jobs Analysis; Institute for Research on the Economics of Tax: Social Costs; Public Policy, and Freedom of Choice. State-Specific And Internal Studies: Geo-Political Mapping Analyses, Regressivity Studies, and Fiscal Conditions.

Action:

- Looking at "backout" of \$24 billion social costs figure. (In process with PM/TI)
- Evaluating studies and determining if more are needed.
(Do we need to Commission any other studies?)
- May be doing research on FET.
- Need to get material from TI so we can evaluate; Washington Office should get what's there.
- We want to look at large media component.
- Tally points.

Budget:

2048592187

Project Research Position Papers

*5/20/93

b 7

Lead Responsibility: PM: Lance Pressl, Jim Boland
RJR:

ETS ■ FET ■

Time Line:

- Ongoing
- ETS - Due week of March 29, 1993

Description: A series of position papers or "White Papers" needed on the ETS and excise tax issues. Assign writers to complete the following:

- Write paper on EPA Science as it relates to electromagnetic fields (EMF), diesel, and chloride in water (in process).

Action:

- White paper on ETS/EPA will be completed by 3/22. The paper will be targeted for a state legislative audience.
- An informational video on PM's position on EPA/ETS issue has been prepared and made available to government affairs staff (PMUSA, WRO, PMI).
- Economic Impact Analysis - Federal (done).
- \$2, \$1, .50 (done).
- Need to have TI coordinate "all" white papers with PM/RJR.
- We will see drafts week of 3/15/93.

Budget:

2048592188

Project _____ *Research* _____
Niagara Institute

*5/20/93

Lead Responsibility: PM: W. Burrell, Matt Winokur
RJR:

ETS ☐ FET ☒

Time Line:

-Ongoing - Review June 1

Description: This Canadian group has developed a study of the tobacco issues in Canada. This report needs to be finalized and/or excerpts need to be made public.

Action:

- Report needs to be completed A.S.A.P.
- Statement by institute director needs to be drafted and released A.S.A.P.

Budget:

2048592189

● Project Research
Wirthlin Group Presentation

*5/20/93

N 2

Lead Responsibility: PM: Craig Fuller
RJR: Tom Griscom

ETS ■ FET ■

Time Line:
-Completed

Description: Arrange a presentation on research to compare findings with Reynolds.

Action:

- Share ETS tracking information / Done.
- Share RJR attitude survey document / Due 3/10/93.
- Share results as available.
- Breglio survey results to be shared.

Budget:

2048592190



2048592191

CONFIDENTIAL

● Project _____ Legal _____
_____ *Growers' Law Suit*

*5/20/93

Lead Responsibility: PM: Steve Parrish, Kathleen Linehan
RJR: W. Ukatz

no

ETS ☒ FET ☐

Time Line:
-Ongoing

● *Description:* Consideration is being given to supporting the tobacco growers with a law suit against the EPA with regard to the ETS Risk Assessment. Also, raise money from third parties.

Action:

- Lawyer's conference call with RJR on 3/30. (Done)
- Finalize complaint / Due: week of 3/8/93. (Done)
- Review with RJR / Due: week of 3/8/93. (Done)
- Participate in Grower's legal fund to pay for suit (assuming we go forward).

Budget:

2048592192

● Project _____ Legal _____
Legal Briefings on ETS

*5/20/93

0 0

Lead Responsibility: PM: Denise Keane
RJR: M. Ward, W. Ukatz

ETS ■ FET □

Time Line:
-Week of March 22, 1993

Description: Legal should provide guidance for companies on the ETS issue.
Once completed, distribution to key business leaders will be made on a CEO/CEO
level or General Counsel/General Counsel.

Action:
-RJR putting something out.

Budget:

2048592193



2048592194

Cardinal

Project Media / Communications
Pro Active Media

*5/20/93

To Banner
Holt

Lead Responsibility: PM: Tom Borelli / Richard Hines Consulting
RJR:

ETS ■ FET

Time Line:

new
~~Ongoing~~

June 1
oots -

Description: Generate news stories, editorials and commentaries critical of the EPA Risk Assessment and unreasonable smoking ban legislation.

Action:

- See following pages for Project Overview Re: FET and ETS
- The below listed articles available upon request:
 - Joe Perkins - San Diego Union.
 - Lanie Izumi - Sacramento Union.
 - National Review editorial.

*Note: The Joe Perkins column appeared in about 40 papers throughout the U.S. as a result of his syndicated column.

Budget:

2048592195

Project: Federal Excise Taxes (FET)

Overview:

Meeting held on Friday, May 14 in Washington, D.C.

Discussed present status of timing on health-care reform and status of task force projects.

Project: ETS

Note: All ETS projects discussed below and additional work on such projects are pending subject to decisions regarding litigation.

Overview:

Meeting held May 14 in Washington, D.C.

We will continue developing materials and reviewing opportunities.

APCO continuing outreach efforts, including one-on-one meetings w/industry and a planned mass mailing to 15-20 industries in 15-20 states, which will focus on smaller businesses. Outreach to scientific community has been successful; outreach to industry reflects great interest, but no firm commitment yet.

Task force discussed upcoming environmental conferences.

VII. Miscellaneous

- o RJR employees (mainstream factory folks) about 1,600 -- on their own time and money -- took bus trip to D.C. to demonstrate against proposed excise tax increase. Received good press coverage.

- o B-M developing industry response for announcement day.

VII. Miscellaneous

- o Keep tabs on dates for Traficant hearings on smoking ban in federal buildings and Rose hearings.

2048592196

● Project Media / Communications
Watchdog Efforts

*5/20/93

Lead Responsibility: PM: Victor Han
RJR:

ETS ■ FET □

Time Line:

Description: Identify and design communications plan for watchdog groups.

● *Action:*

-Radio syndicators contacted; developing 60 second test spot and longer piece
test for weekend public affairs programming; meeting with principal this week;
deciding frequency of delivery.

● *Budget:*

2048592197

Project _____ Media / Communications _____ Op - Eds

*5/20/93

Lead Responsibility: PM: Victor Han
RJR: Mara Payne

ETS ■ FET ■

Time Line:

- FET:** -Submit lists, initial drafts of op-eds to Tom Humber (B-M) week of April 12, 1993.
-Finalize plans week of April 19, 1993.
-Initiate program week of April 26, 1993.
- ETS:** -Submit lists, initial drafts of op-eds to Tom Humber (B-M).
-Finalize plans week of April 5, 1993.
-Initiate program week of April 26, 1993.
-Ongoing.

Description:

Action:

- See following page for Op-ed Program.
- FET:** -Proactive Op-ed placement in selected hometown newspapers of key legislators.
-Strategically cc: certain legislators, appointed officials.
-Develop defensive op-eds for response to negative editorials.
-Utilize media trained activists and smoker organization spokespersons.

Next Steps:

- Identify hometown (district) newspapers of key legislators.
- Ascertain proposed content.
- Establish writing responsibilities.
- Draft op-eds, message points.
- Draft LTE's to support op-eds.
- Identify authors, proactive/reactive.

2048592198

Op - Eds (Continued)

- ETS:
- Jim Ramsay sample op-eds were distributed to group for review.
 - Group agreed to review available ETS material and make recommendations at next meeting.
 - Proactive Op-ed placement in selected national, state/state capitol and local newspapers.
 - Strategically cc: certain legislators, appointed officials.
 - Develop defensive op-eds for response to negative editorials.
 - Utilize media trained activists and smoker organization spokespersons.

Next Steps:

- Identify newspapers of key legislators, appointed officials.
- Ascertain proposed content.
- Establish writing responsibilities.
- Draft op-eds, message points.
- Draft LTE's to support op-eds.
- Identify authors, proactive/reactive.

Budget:

2048592199

VI. Develop Comprehensive Op-ed Program to Support FET Objectives

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with ccs to those legislators, certain appointed officials; and b) develop defensive op-eds for response to negative editorials.

Potential authors include local business/labor, fiscal experts, smoker activists, growers.

Status:

- o A priority project, with initial focus on Ways & Means and six tobacco-growing states.

- o B-M has provided expanded media list. J and M will work on whittling down Ways & Means list.

- o PM/RJR have prepared draft op-eds each, along with message points and LTEs to support op-eds.

- o TI has list of 200 people in agribusiness area. TI putting together talking points, along w/package. Info. on how to send in op-ed. Going out next week. Also, they are getting requests from field staff for generic op-eds.

- o PM/RJR in process of gathering names of spokespersons.

- o Other op-eds should be moved out in the near future.

VI. Develop Comprehensive Op-ed Program to Support ETS Objectives

Summary: Develop op-eds, both proactive and reactive, for placement in selected national, state/state capital and local newspapers.

Status:

- o B-M has distributed expanded media list.

- o PM/RJR drafting 6 op-eds, message points and LTEs to support op-eds. PM/RJR to coordinate w/APCO on potential signatories.

- o PM/RJR have contacted field re expanded media coverage. Will be in responsive mode until something occurs that provides proactive forum.

- o Discussion among task force of doing test case of "junk science" op-ed placement in state not as tough as Calif.; would look for historically conservative paper, perhaps a Western state. J to canvass PM regional directors regarding political/legislative circumstances that might provide hook. Will provide three potential states for targeting.

- o Discussion of expanding base list of potential authors to include experts on privacy issues, given recent legislation in some states proposing restriction of smoking in cars.

2048592200

● Project Media / Communications TV Talk Shows

*5/20/93

Lead Responsibility: PM: Victor Han
RJR: Mara Payne, Roger Ailes

ETS ■ FET ■

Time Line:
-Review week of April 17, 1993

Description: America and the Administration are being run on talk shows.

● *Action:*
-Counter talking points.
-Monitor talk shows.
-Find shows where we can deliver our message.

● *Budget:*

2048592201

● Project Media / Communications LTE's

*5/20/93

Lead Responsibility: PM: Victor Han
RJR:

ETS ■ FET ■

Time Line:

- FET: -Contact lobbyists, activists, PM/RJR sales forces to review their role for expanded media monitoring by April 2, 1993.
- Submit final plan for review April 12, 1993.
- Initiate program week of April 5, 1993.
- ETS: -Submit lists, initial drafts of letters, prospective authors to Tom Humber (B-M) by April 9, 1993.
- Contact lobbyists, activists, PM/RJR sales force to review their role for expanded media monitoring by April 2, 1993.
- Submit final plan for review April 12, 1993.
- Initiate Program week of April 5, 1993.

Description:

Action:

- See following page Re: Develop LTE Program.
- FET: -Proactive LTE's targeted at hometown (district) newspapers of key legislators.
- Strategically cc certain legislators, appointed officials.
- Develop defensive LTE's for reaction to editorials, news and op-ed coverage.
- Local media to be monitored by lobbyists, activists, PM/RJR sales force.

Next Steps:

- Identify hometown (district) newspapers of key legislators.
- Ascertain proposed LTE content per targeted legislator.
- Establish writing responsibilities.
- Draft proactive LTE's.
- Submit lists, conduct LTE content analysis, initial drafts of letters, prospective authors to Tom Humber (B-M) by April 9, 1993.

2048592202

LTE's (Continued)

- ETS
- Proactive LTE's targeted at key opinion creating newspapers/publications (national/state/local) of targeted elected officials/appointed officials.
 - Strategically cc: certain legislators, appointed officials.
 - Develop defensive LTE's for reaction to editorials, news and op-ed coverage.
 - Local media to be monitored by lobbyists, activists, PM/RJR sales force.

Next Steps:

- Identify newspapers/publications.
- Ascertain proposed LTE content.
- Establish writing responsibilities.
- Identify authors for LTE's, proactive/reaction.

Budget:

2048592203

II. Develop Comprehensive LTEs Program to support FET Objectives

Summary: Proactive and reactive LTEs for use at hometown (district) newspapers of key legislators, with one to those legislators and certain appointed officials.

Status:

- o B-M has provided expanded media list.
- o RJR delivered 40 draft LTEs (retailers/smoker advocates); PM to deliver draft LTEs. PM delivered drafts of letters to task force.
- o PM/RJR identifying authors for both proactive and reactive letters by category. RJR working with their field teams, PM working w/regional government affairs folks. Special emphasis is being placed on tobacco states.

II. Develop Comprehensive LTEs Program to Support ETS Objectives

Summary: Focus proactive/reactive LTEs on key opinion creating newspapers/publications of selected elected officials/appointed officials, with ccs to those legislators, appointed officials.

Status:

- o B-M has distributed expanded media list.
- o PM finalized draft memo to field coordinators, sales force, etc. discussing expanded monitoring of local press and identification of potential authors. Information to be sent directly to M and J by field.

2048592204

To: Media/Communications Committee Members
Date: March 18, 1993
Subject: FET/ETS Audience & Message Point Development

As per yesterday's meeting, it was agreed that we would address the following audiences. Along with a listing of the audiences is an initial effort at their respective message points. Remember, this was an exercise to help us determine the elements we need for information/press packages. These messages are not necessarily unique to each audience.

ISSUE: FET Increase

Audience: Federal Officials

Message Points: Tax is a middle-class tax increase. During the course of the presidential campaign, candidate Bill Clinton promised he wouldn't raise the taxes of the middle class. Similarly, the promise that President Clinton made that those with earnings below \$30,000 would not be taxed has now "gone out the window". Additionally, this tax will seriously hurt a fragile economy and 850,000 jobs will be lost.

Audience: State Officials

Message Points: An FET increase will cause an erosion in state revenues which will mean additional new taxes at the state level.

2048592205

Audience: Southeast States Elected Officials

Message Points: An FET increase will have a disastrous/cataclysmic effect on the economy in the southeastern states. More jobs will be lost due to this tax in the south and southeast than to the national recession that we are finally starting to recover from.

Audience: RJR/PM Plant Community Locations - Elected Officials

Message Points: Will cause jobs to be lost which will hurt the local economy. Also, erosion in company tobacco revenues adversely affects our ability to invest in non-tobacco operating companies and the jobs and tax revenues they produce.

Audience: Consumers/Smokers

Message Points Smokers should not be asked to pay any more - they already contribute more than 13 billion dollars to the economy than non-smokers. The proposed increase is discriminatory. If a program is to benefit all Americans - it should be broadly funded.

The real problem with the system is not the lack of money - but out of control costs. The medical care system itself is in need of general surgery if it's to be reformed. Don't throw more money at the health care system; fix it instead.

Audience: Non-smokers

Message Points: The proposed tax increase will not work because taxes alone won't cure the crisis in health care and new tax dollars will be needed on both the federal and state levels.

Audience: Farmers

Message Points: The proposed tax will be a cataclysm for the tobacco farmer and the economy of the tobacco growing states. Tobacco farmers will be unable to replace their highly profitable tobacco crops and as a result they, and their state's economy, will suffer.

2048592206

If tobacco farmers switch to alternative crops - - the markets of those crops throughout the United States will be destabilized and economic disaster will reverberate in every farming community.

Audience: Suppliers

Message: Reduced demand for tobacco will not only economically hurt tobacco farmers but will hurt all involved with the manufacture and sale of cigarettes from the pesticide and seed salesmen to the tractor sellers to the trucker who brings the finished product to retail.

Audience: Retailers

Message The retail and convenience store communities will bear a large part of the jobs lost if this tax is enacted. Cigarettes are among the most profitable products sold in those stores and provide a key revenue stream that helps to keep many stores open and many people employed.

Audience: State Excise Tax Dollar Recipients/State Funded Programs

Message: Another case of diminishing returns. This earmarked tax will erode excise tax revenues at the state level and cause lawmakers to look for additional sources of income. Those new taxes may not be as "politically acceptable" as the current source of funding and support for the program may erode. Accordingly, this scenario puts state discretionary programs at substantial risk.

It's poor policy to earmark the funding of any program to tobacco revenues where the base of consumers is declining every year.

Audience: Organized Labor

Message: This proposed tax is regressive because it hits the poor and middle class much harder than those who are better off.

Many tobacco related jobs, many of them union members, will be lost as almost 850,000 jobs disappear from the American economy.

2048592207

Audience: Health Care Reformers

Message: The entire health care system needs to be overhauled. The answer is not more money, but one of fundamental reform. If, in the final analysis, more money is the answer it should come from a general broad based tax. Get the system fixed.

Audience Minority Groups

Message: African and Hispanic Americans will bear the highest hardships if this tax is enacted. It's regressive and will cause serious job losses among the small businesses -- who depend on cigarette sales revenues -- in the minority community. Last in/first out. Further, erosion of discretionary programs of benefit to the minority community.

Audiences: Chambers of Commerce/Business Organizations

Messages: The proposed tax is unnecessary since the problem is not fiscal but structural. Government doesn't need to throw more money at the health care system -- it needs to fundamentally reform the system. Even if more dollars were needed, to take them from a revenue base where the receipts are declining doesn't make good economic sense. Unstable revenue sources lead to more taxes from other areas.

Audience: Anti-Tax Activists

Message: The Administration should focus on cutting spending -- not raising any taxes -- if the budget and health care costs are to be finally controlled.

ISSUE: ETS

The following list is submitted as an addendum to the report for your review. Please make additions as needed.

2048592208

Audiences:

Elected Officials
Regulatory Officials
Smokers
Non-smokers/taxpayers/general public
Conservative/Liberal Media
Employees (Tobacco/Non-tobacco)
Scientific Community
Restaurant/Hospitality
Human Resources
Labor
Business
Legal
Industry

2048592209

Environmental Tobacco Smoke

Note: All of the ETS projects discussed below and additional work on such projects are pending subject to decisions regarding litigation.

I. Develop Press Package for ETS

Summary: Developing multi-use, modular press/information packages tailored for different audiences.

Status:

- o Audiences and messages preliminarily identified.
- o PM/RJR/TI gathering and forwarding all relevant materials to B-M for review and cataloging.
- o B-M to contact APCO regarding coalition building and development of message points for specific audiences.

II. Develop Comprehensive LTEs Program to Support ETS Objectives.

Summary: Focus proactive/reactive LTEs on key opinion creating newspapers/publications of selected elected officials/appointed officials, with ccs to those legislators, appointed officials.

Status:

- o B-M has created prototype media list and is expanding to include top 100 newspapers and state capitals media.
- o PM/RJR will contact field coordinators, lobbyists etc. to have them expand their monitoring of local press and to have them help identify potential authors.
- o PM/RJR each to draft 25 LTEs.

III. Promote Speakers in Local Markets

2048592210

Summary: Design speakers' program for placement of identified spokespersons in local markets designed to attract press attention.

Status:

- o B-M preparing memo/guidelines on identifying potential forums and making contacts.
- o PM/RJR to identify potential speakers and procure op-ed writers for articles based on speeches.
- o PM/RJR preparing 2 generic ETS speeches each (1 each w/slide backup)

IV. Educate Newspaper Opinion Creators via Ed Boards

Summary: Continue ongoing key opinion leader educational outreach program, while identifying and expanding program to key national, state/state capital and local newspapers.

Status:

- o B-M has prepared prototype media list and is expanding.

V. Establish Presence on Selected Radio Talk Shows

Summary: Try to use expert third parties and media-trained activists to reinforce press efforts with national and local radio talk show opportunities.

Status:

- o B-M has prepared prototype media list and is expanding
- o PM/RJR talking to government affairs/field coordinators to identify appropriate topics/spokespersons.

VI. Develop Comprehensive Op-ed Program to Support ETS Objectives.

2048592211

Summary: Develop op-eds, both proactive and reactive, for placement in selected national, state/state capital and local newspapers.

Status:

- B-M has developed prototype media list and is expanding
- PM/RJR each drafting 6 op-eds, message points and LTEs to support op-eds.

2048592212

Project: Federal Excise Taxes (FET)

I. Develop Press Package for FET

Summary: Modular press/information packages to be tailored for different audiences.

Status:

- o Potential audiences and messages identified
- o Already existing materials being submitted to B-M and group members for consideration as package elements.
- o B-M collecting and cataloging submissions.
- o In developing/disseminating economic impact numbers, use TI numbers from Price Waterhouse study.
- o Publicize Price Waterhouse study in all 50 states through government relations/field coordinators
 - a) do state-specific media advisories w/ spokespersons (e.g., business groups, smokers rights group heads) prepared to respond to media inquiries
 - b) Consider events in top 10 impact states and southeast states; try to get heavy hitters (e.g., chambers of commerce, unions, retailers)
 - c) Use radio actualities
- o Before May 1, prepare kit for governors of southern states which are hardest hit to include message points, economic data.

II. Develop Comprehensive LTEs Program to support FET Objectives

Summary: Proactive and reactive LTEs being developed for use at hometown (district) newspapers of key legislators, with cc's to those legislators and certain appointed officials.

Status:

- o B-M has begun identifying media (including newspapers, TV and radio). Prototype includes NC delegation and House Ways and Means committee members. Now expanding list to include top 100 newspapers and state capital media.
- o PH/RJR will ascertain particular interests of legislators (i.e., what tone will make him/her responsive)
- o PH/RJR drafting proactive LTEs (25 each -- 10 retailers/15 smokers) for pool
- o PH/RJR to identify authors for both proactive and reactive letters by category

XII. Develop Speakers Bureau

Summary: Design a 50-state speakers program and place identified spokespersons in local markets designed to attract some press attention.

Status:

2048592213

- o B-M preparing memo/guidelines on identifying potential speaking forums and making contacts.

- o PH/RJR preparing 3 draft speeches each (at least one slide supported)

- o PH/RJR to send memos to field coordinators/government affairs people asking them to: monitor local media; discuss their involvement in local groups that might present speaking forum; provide materials; suggest good spokespersons.

- o PH try to identify speakers through Roy Harden.

IV. Educate Newspaper Opinion Creators via a Series of Editorial Board Meetings

Summary: Focus on hometown (district) newspapers of key legislators (well-crafted letters w/good package) and some bigger newspapers (use heavy hitters). Potential authors include local business/labor, fiscal experts, smoker activists.

Status:

- o B-M has prepared prototype media list and is expanding to include top 100 newspapers and state capitals media.

- o PH/RJR talk to field coordinators/government affairs to determine potential authors, set up media training. Focus on big papers in Southeast. Use heavy hitters for major nationals.

- o Develop leave-behinds for local newspapers re: impact on individual states and the general unfairness of financing health-care reform with cigarette tax.

V. Establish a Presence on Selected Radio Talk Shows in Order to Further FET Objectives

Summary: Reinforce "press" efforts with national and local radio talk show opportunities. Expert third parties and media trained activists will be principal participants.

Status:

- o B-M has prepared prototype list and is expanding to include state capitals.

- o PH/RJR contact government affairs to identify appropriate topics/spokespersons.

VI. Develop Comprehensive Op-ed Program to Support FET Objectives

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with ccs to those legislators, certain appointed officials; and b) develop defensive op-eds for response to negative editorials.

Status:

- o B-M has prepared prototype media list and is expanding to include top

2048592214

100 newspapers and state capitals.

o PM/RJR each drafting 6 op-eds and message points and 6-10 LREs to support op-eds.

2048592215

Project _____ Media / Communications _____ Press Package

*5/20/93

Lead Responsibility: PM: Vic Han / Burson-Marsteller
RJR: Mora Payne

ETS ■ FET ■

Time Line:

FET: -Submission due March 31, 1993
-Plans finalized week of April 12, 1993
-Initiate Program week of April 5, 1993
-Review week of March 22, 1993

ETS: -Submission due March 31, 1993
-Plans finalized week of April 12, 1993
-Initiate Program week of April 5, 1993

Description: Design a press kit for use with media on ETS issues. Also, design press kit on Excise Tax issue.

Action:

-See following page Re: Develop Press Package.

FET -Press Packages will be multi-use, modular press/ information packages that can be tailored for different audiences.
-Identified audiences and preliminary respective messages as an exercise to identify package elements.

Next Steps:

-Submit to all group members already existing materials to be considered for modular elements of package.
-Submit suggestions for other materials that must be created, developed or researched.
-Tom Humber (B-M) will collect, maintain and catalog submissions.
-PM to generate./Done.

2048592216

Press Package (Continued)

ETS: -Press package will be multi-use, modular press/information packages that can be tailored for different audiences.
-Identified audiences and preliminary respective messages as an exercise to identify package elements.

Next Steps:

- Contact APCO, request refined ETS messages by audience; distribute to group.
- Distribute to APCO and all group members already existing materials to be considered for modular elements of package.
- Based on existing package APCO submissions, group submits additional materials, suggestions, etc. to Tom Humber (B-M).
- See following FET/ETS Audience & Message Point Development

Budget:

2048592217

I. Develop Press Package for FET

Summary: Modular press/information packages to be tailored for different audiences.

Status:

- o B-M awaiting final comments on proto-type press kit to task force members.

- o PM/RJR have determined which facilities (for all products) are located in tobacco-growing states and Ways & Means, including food and tobacco. RJR plants cover 3 congressional districts. Vendors broken down by congressional districts. PM has locations in all but 1/2 doz. Ways and Means districts. Range from retail to manufacturing facilities.

- o To help modify media lists, TI provided lists of all newspapers that have done stories on health-care reform that mention tobacco. Also PM presently breaking down articles by 1) favorability, 2) state and 3) chronological order, which will further help refine lists. Will provide when complete.

- o TI has provided new information sheet that consolidates message points into 2 pages. Being reviewed by B-M for possible inclusion in information kit.

I. Develop Press Package for ETS

Summary: Develop multi-use, modular press/information packages tailored for different audiences.

Status:

- o B-M collecting and reviewing additional materials provided by PM/RJR/TI and is reviewing to determine which materials best suit particular audiences.

- o APCO developing preliminary message points for press packages; presently awaiting feedback from PM on direction. Will be forwarded to B-M.

2048592218

IA. Price Waterhouse Study

Summary: Potential to publicize economic impact information in the 50 states through press releases and events prior to release of health-care reform.

Status:

o Discussed presentation of information in light of Winston-Salem Journal story accusing industry of misrepresenting origin of financial impact (P-W) data. Determined that all information should be reviewed to make certain that wording was clear in that certain numbers were developed based on P-W information, rather than provided directly by P-W.

2048592219

● Project _____ Media / Communications _____ Plan Ad Campaign

*5/20/93

Lead Responsibility: PM: Craig Fuller
RJR: Tom Griscom

ETS ■ FET ■

Time Line:
-Ongoing

Description: Develop ad copy for review, testing and approval by senior management.
• Roger Ailes - Real people affected by taxes.

● *Action:*

- ETS ad will be ready to go out late April.
- Roger Ailes meeting (Done).
- Roger Beahm to have ETS and FET ad concepts in ten (10) days.(Done).
- Ads ready to review on April 1, 1993.
- Legal review.

● *Budget:*

ETS w/ RJR \$606,000 split

2048592220

● Project Media / Communications Radio Talk Shows

*5/20/93

Lead Responsibility: PM: Vic Han,
RJR: Mark Smith

Burson-Marsteller

ETS ■ FET ■

Time Line:

- FET: -Submit recommendations week of May 10, 1993.
- Submit final plan week of May 17, 1993.
- Initiate program May 24, 1993.
- ETS: -Submit recommendations week of May 10, 1993.
- Submit final plan week of May 17, 1993.
- Initiate program May 24, 1993.

Description: Develop list of select radio talk shows we should reach and schedule briefings. In addition to major, national radio talk shows, radio is having a big impact on local as well as national debates at the local level as well. We should look to influence both the big opportunities as well as develop an overall market-by-market, state-by-state capability.

Action:

- See following page Re: Establish a Presence on Selected Radio Talk Shows
- Follow-up on Rush Limbaugh
- Materials sent by RJR week of 3/1/93

1. Identify Radio Talk Shows & Talk Radio Shows

Goal: Use radio effectively to get our message across.

- Determine national and market-by-market radio talk shows (programs in which the host dominates or interviews people of interest). Also identify the radio call-in (Talk Radio) shows in which interested listeners can often determine the topics. Create computer data to easily access radio opportunities by market, subject and format.

Time line: TBD

2048592221

Radio Talk Shows

(Continued)

- Geographically match spokespersons (see "Promote Speakers in Local Markets" part of overall plan) to radio talk show list.

Time line: TBD

2. Briefings With Key Radio Talk Shows

- Provide producers of key shows with materials to influence selection of topics, guests and messages.

Time line: TBD

3. Reaching Talk Radio

- Provide spokespersons (see "Promote Speakers" section of plan) with materials and lists of talk shows, and encourage call-ins.
- Use other activists to increase calls to radio shows, to influence selection of topics and to increase chance of getting messages across.

Time line: TBD

(Special Note to TCG: As you may know, working with WKA, we have already begun developing talk radio. We are planning to match our media trained activists against the list and provide listings of talk radio, along with talking points, etc. Additionally, we were planning to do a special insert into the next alert going to the 2,000 Smoker Write club activists, encouraging them to send us a list of local talk shows...eventually providing them with talking points, etc.)

FET:

- Reinforce "press" efforts with national and local radio talk show opportunities.
- Expert third parties and media trained activists will be principal participants.

Next Steps:

- Identify stations/shows/formats B-M will provide March 31, 1993.
- Identify appropriate topics/spokespersons.
- Pitch topic selection/guests.
- Media train spokespersons.
- Schedule programs.
- Support industry spokespersons via call ins to show.
- Tape programs for analysis and revision.
- Alert selected media.

2048592222

Radio Talk Shows (Continued)

ETS:

- Reinforce "press" efforts with national and local radio talk show opportunities.
- Expert third parties and media trained activists will be principal participants.

Next Steps:

- Identify stations/shows/formats B-M will provide March 31, 1993.
- Identify appropriate topics/spokespersons.
- Pitch topic selection/guests.
- Media train spokespersons.
- Schedule programs.
- Support industry spokespersons via call ins to show.
- Tape programs for analysis and revision.
- Alert selected media.

Buget: TBD

2048592223

V. Establish a Presence on Selected Radio Talk Shows in Order to Further FET Objectives.

Summary: Reinforce "press" efforts with national and local radio talk show opportunities. Expert third parties and media trained activists will be principal participants.

- o B-M is expanding radio list to include state capitals and other tobacco-producing states. RJR has provided list of radio shows covering selected legislative districts.

- o TI to prepare list of potential radio spokespersons. Establish a list of 6-10 spokespersons who can take advantage of call-in shows. Discussed having TI coordinate call-in show spokespersons for local shows. If get requests, can go to RJR/PM for appropriate spokespersons on state-by-state basis.

- o PM/RJR identifying appropriate topics/spokespersons, based on recommendations from the field.

- o Radio will be focus after announcement.

V. Establish Presence on Selected Radio Talk Shows

Summary: Try to use expert third parties and media-trained activists to reinforce press efforts with national and local radio talk show opportunities.

Status:

- o B-M has prepared radio list to include Ways & Means, tobacco-producing states, state capital media.

- o PM/RJR discussing appropriate spokespersons w/government affairs/field coordinators.

- o Op-ed core list to be reviewed for potential radio spokespersons.

2048592224